

CURRICULUM VITAE

FRANCIS A. BUTTLE, PhD, FCIM.



Dr. Francis Buttle is Honorary Adjunct Professor of Management (Customer Relationship Management and Marketing) at Macquarie Graduate School of Management, in Sydney, Australia and Founder and Principal of Francis Buttle & Associates. He has nearly 40 years of international experience in training, researching, consulting, writing, managing and teaching a broad range of marketing and customer management matters.

International experience Francis is an Australian citizen. He was born in England and has lived and worked on three continents: Europe, North America and Australasia. After periods in brand management and higher education in the UK, he joined the faculty of Massey University, New Zealand and served as manager of the University's Market Research Centre. He then moved into industry as marketing manager before becoming an independent consultant. Following a spell at the University of Surrey (UK), Francis moved to the USA, where he was a Visiting Scholar at the University of Massachusetts where he earned his PhD. On return to the UK he joined the faculty of Manchester Business School. He transferred to Cranfield University as Professor of Relationship Marketing before returning and taking up a sponsored position as the world's first Professor of Customer Relationship Management at Manchester Business School. He left MBS to take up a position as Chair of the Marketing Group and Professor of Management (Marketing and CRM) at Macquarie University's Graduate School of Management, in Sydney, Australia. He quit his full-time role at MGSM to pursue consulting, research and other interests.

Research Francis has published well over 300 items including 12 books and about 160 peer-refereed journal, conference and working papers. He has attempted to achieve two goals in his writing: to develop the body of knowledge and to influence management practice. His research has covered a number of customer-related themes, including marketing, CRM, customer service, service quality, business-customer relationships, customer-generated word-of-mouth and customer complaints. He has directed over eighty dissertations and theses, some 60 of these at Masters level. He has supervised and examined about 20 students at Doctoral level. He has mentored academic colleagues, and has had oversight of the progress of over 100 PhD and DBA candidates. His latest books are the third editions of "*Customer Relationship Management: Concepts and Technologies*", and "*Hospitality Marketing: Principles and Practice*". He continues to collaborate on research projects at MGSM and elsewhere. His work has been cited over 10,000 times by other researchers. See his current Google Scholar record here: <https://scholar.google.co.nz/citations?user=HRXsr8gAAAAJ&hl=en>

Education and training Francis has developed and delivered many programs, courses and workshops at executive, doctoral, masters and undergraduate level. In recent years, he has developed and delivered many courses and workshops on customer service, customer relationship management, complaints management, customer satisfaction, services marketing and service quality.

Service Francis was Director of Manchester Business School's full-time MBA program, Chair of the Marketing Group and briefly Associate Dean Research at MGSM. He served on the editorial boards Europe's two leading English-language marketing journals, and several others. He has also founded one journal. He continues to review papers and proposals for publishers and conference organizers. He has served as PhD examiner and assessed research proposals for government grants. He serves the business community through advising, consulting, participation in business associations, acting as an expert witness, and as an occasional blogger and content provider to a number of customer-centric online communities. He created and built the LinkedIn group *Customer Complaints Consortium* that now has over 1,000 members. He is an elected Fellow of the *Chartered Institute of Marketing*.

Consulting. Francis has consulted for over 70 organizations in the private and public sectors in the last few years. For more information please refer to the website www.francisbuttle.com.au

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